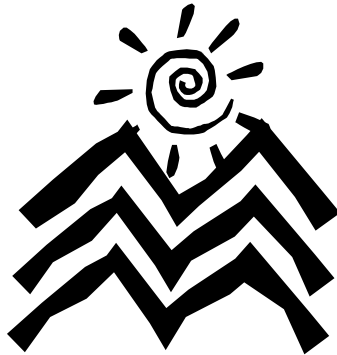




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



8 July 2009

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 8 JULY 2009 IN
MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. Apologies

2. Matters to be raised as Urgent Business

3. Matters Arising from Report of 10/6/2009 *page 1*

4. Minutes Action List

Meeting	By Whom	Progress
12 NOVEMBER 2008		
Obtain concept plan for Christmas decorations/lights for the town centre and bring back to committee.	L Buurman	In Progress
11 FEBRUARY 2009		
Investigate having a VIP tent at Seafest.	Committee	In Progress
8 APRIL 2009		
Investigate hosting a forum in Kaikoura.	A Paterson	In Progress
Research economic development funding avenues mentioned by H Miller of Enterprise North Canterbury.	A Paterson	In Progress
10 JUNE 2009		
Obtain information regarding entry / attendance at the ITOC conference in August.	L Buurman	A verbal update will be provided at the meeting.

5. Tourism & Development Statement of Accounts

- The Statement of Accounts will be tabled at the meeting.

6. Tourism & Economic Development Officer's Report *page 6*

7. Urgent Business

8. Tourism and Economic Development Public Excluded Session

Moved, seconded that the public be excluded from the following parts of the proceedings of this meeting, namely

a. Confirmation of Minutes 10/6/2009

The general subject matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) and 7(2)(i) of the Local Government Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each to be considered	Reason for passing this resolution in relation to each matter	Grounds of the Act under which this resolution is made
Confirmation of Minutes 10/6/2009	The exclusion of the public from the whole or the relevant part of the proceedings of the meeting is necessary to enable the Local Authority to deliberate in private on its decision or recommendation.	Section 48(1)(a) and 7(2)(b)

Tourism & Economic Development Officer's Report

Meetings attended:

- 8th – 11th June - TRENZ – refer to project updates
- 18th June – Regional Economic Development Strategy presentation by Caroline Johns & Paul Dalziel from Lincoln University – refer to project updates.
- 24th June – Catch the Day sub-committee meeting with Stuart Grant. Verbal update will be given.
- 25th June – Cycle way proposal meeting – refer to project updates
- 29th June – Catch the Day sub-committee meeting with Stuart Grant. Verbal update will be given.

Project updates:

Cruise New Zealand: As mentioned in June report, the AGM takes place in Gisborne on 10th August. A decision should be made regarding attendance of a Kaikoura representative.

Christchurch i-SITE display & displays at other key locations: Tourism & Economic Development officer is currently working on the advertising proposal 2009/10 for the display at Christchurch i-SITE. It is expected that the 12 month fee of \$750+GST will remain the same for 2009/10.

Based on the visitor guide distribution report, display possibilities at Nelson i-SITE and at one of the key West Coast visitor centre locations are currently being investigated.

North Canterbury Food & Wine Trail: 60 000 copies of the 2009/10 trail guide are currently being printed. This year there is 47 businesses listed and additionally, there are 18 Waipara vineyards listed in a “by appointment” section. The new website – www.foodandwinetrail.co.nz - is in its final stages of development. The next stage in the process for 2009/10 guide is to organise the launch of both the website and the new guide. Tourism & Economic Development officer and Cathy Richards (Visit Waimakariri) are organising this launch as well as promotion of the Trail in association with Kaikoura Winery at this year's Seafest.

National Cycle Ways project: A small committee has been formed to submit a proposal for the National Cycle Ways project. Mark Fissenden, Tourism & Economic Development Officer, Rob Iles (Planning & Compliance Officer) and Matt Hoggard (District Planning Officer) have started work on a draft proposal. Initial consultation with Hurunui Trails Trust (involved in a number of cycle trails within Hurunui District) and Hurunui District Council has taken place. The proposed route will take cyclists from Hanmer Springs over the Leslie Pass down into Waiau and then along to Kaikoura via the Inland Road or vice versa.

Visitor guide: Tourism & Economic Development Officer has started work on 2009/10 guide. Current stock of 2000 guides is unlikely to last much longer therefore it is planned to have 2009/10 guide ready for distribution earlier than the usual date of November. The cost of listings has remained the same for the past two years but this year there will be a small increase of \$20 - \$40 per listing which will increase the revenue generated. In 2008, revenue generated by listings was \$21 500. In order to reduce the cost of producing the guide, paper sourced from sustainably managed forests will be used instead of recycled paper.

Canterbury Regional Economic Development Strategy: summaries of the interviews carried out by Tourism & Economic Development Officer are included in Appendix 2. In order to ensure the confidentiality of the interviewees, the results have been edited. A presentation by Caroline Saunders & Paul Dalziel from Lincoln University took place in Rangiora on 18th June to update the North Canterbury districts on progress to date. This was organised by Enterprise North Canterbury. A power point presentation will be provided at the meeting.

Tourism & Development Budget: Tourism & Development Committee's submission to Council for additional funding for the general budget was declined. The amount available for 2009/10 is \$143 000. In light of this decision, an amended budget has been drawn up and this is included in Appendix 3.

Destination TV: The summer contract for screening on Air New Zealand's inflight programme Arrival NZ is up for renewal. The cost of this is \$5500+GST for our existing segment. Any changes will incur a cost. This covers the period 1st December 2009 to 30th May 2010. The inflight programme is available on all international arrivals – 262 per week over this period. This equates to 250 000 passengers per month. Research has shown that 18300 passengers a month view the Arrival Christchurch segment which features Kaikoura.

TRENTZ: Tourism & Economic Development Officer along with Mandy Fissenden (Kaikoura i-SITE) represented Kaikoura District along with Whale Watch and Kaikoura Wilderness Walks. Tourism & Economic Development Officer & Mandy Fissenden met with 44 international buyers from both established and emerging markets. Some buyers were very familiar with Kaikoura and were only interested in new product and others were familiar with one or two products and keen to find out more. A few buyers were unfamiliar with Kaikoura and were looking for a general overview.

In addition, Kaikoura was also represented by Whale Watch and Kaikoura Wilderness Walks. As well as providing a face-to-face meeting with international buyers, TRENTZ is a valuable forum for networking with business operators, regional and district tourism organisations as well as key industry representatives from e.g. Tourism New Zealand, Tourism Industry Association and Department of Conservation.

Events in November: A South Island inter-Council sports tournament is being organised by Council staff. This will take place on the weekend of 20th November. A copy of the flyer is included in Appendix 4.

A Lotus car rally will also be passing through Kaikoura in mid October. This group is fundraising for Westpac Helicopter and it is planned to have the cars available for public viewing & fundraising. Council staff are working with the rally organisers.

Christchurch & Canterbury Tourism: The new CCT website is now live – www.christchurchnz.com. There have been several changes within CCT over the last few weeks: Kath Low has been appointed General Manager, Marketing and Business Development at Christchurch & Canterbury Tourism (CCT). She replaces Dean Gorrdard who is returning to the UK. Most recently Kath has held several tourism and marketing management positions with Crowne Plaza, Kathmandu and Untouched World. She has also had corporate marketing experience with AMP and has travelled extensively, working in London, Wellington and Auckland before settling in Christchurch 15 years ago.

Katherine Prusas is also joining the CCT team in early July. She is moving to Christchurch from Wellington to take up the appointment and is also well known in the industry in her recent role as Industry Communications Manager with Tourism New Zealand.

Labour Market Development Strategy: Tourism & Economic Development Officer and Community Development Officer Megan Pfeiffer applied for funding for the development of a Labour Market

Development Strategy in December 2008. This funding was available via Work & Income's "Enterprising Communities" scheme. Following the change in government, this funding scheme has been stopped and therefore our application can go no further. It is very disappointing given the fact the application was lodged with Work & Income 6 months before the decision was made to end this funding stream. However, other opportunities to progress with this project will be investigated.

Appendix 1

Kaikoura Guest nights & Guest arrivals for January – April 2009:

2009	Guest nights	% change 08/09	Guest arrivals	% change 08/09
January	46 953	-4.1	30 088	-4.2
February	39 715	-8.5	27 962	-6.9
March	35 895	-15.3	24 617	-16.0
April	29 036	1.1	21 034	5.2

Kaikoura Guest nights – February – April 2005 - 09:

	Kaikoura District	% change	New Zealand % change
February 2005	37 775	27.4	1.5
February 2006	40 893	8.3	2.5
February 2007	46 973	14.9	6.1
February 2008	43 410	-7.6	3.3
February 2009	39 715	-8.5	-7.7

	Kaikoura District	% change	New Zealand % change
March 2005	38 293	30.1	11.1
March 2006	37 239	-2.8	-6.7
March 2007	41 730	12.1	7.5
March 2008	42 397	1.6	6.9
March 2009	35 895	-15.3	-10.7

	Kaikoura District	% change	New Zealand % change
April 2005	23 535	2.2	-1.7
April 2006	31 145	32.3	3.9
April 2007	33 043	6.1	2.5
April 2008	28 727	-13.1	-3.6
April 2009	29 036	1.1	4.3

Kaikoura Guest arrivals – February - April 2005 – 09:

	Kaikoura District	% change	New Zealand % change
February 2005	26 424	31.4	3.8
February 2006	26 640	0.8	1.4
February 2007	31 192	17.1	4.1
February 2008	30 050	-3.7	3.9
February 2009	27 962	-6.9	-9.6

	Kaikoura District	% change	New Zealand % change
March 2005	25 470	30.9	9.6
March 2006	25 040	-1.7	-4.2
March 2007	28 247	12.8	4.4
March 2008	29 308	3.8	4.8
March 2009	24 617	-16.0	-10.4

	Kaikoura District	% change	New Zealand % change
April 2005	16 438	3.1	0.2
April 2006	20 571	25.1	2.4
April 2007	21 852	6.2	1.3
April 2008	19 993	-8.5	-2.3
April 2009	21 034	5.2	0.5

Kaikoura April Year End comparisons – guest nights:

Year end	Kaikoura District	% change	New Zealand % change
April 2005	284 241	17.2	4.6
April 2006	313 391	10.3	-0.3
April 2007	344 591	10.9	2.9
April 2008	339 534	-2.4	2.9
April 2009	317 283	-6.6	-3.2

Kaikoura April Year End comparisons – guest arrivals:

Year end	Kaikoura District	% change	New Zealand % change
April 2005	194 012	18.9	5.8
April 2006	210 894	8.7	-0.1
April 2007	233 900	-0.9	1.7
April 2008	228 332	0.9	2.4
April 2009	214 830	-5.9	-4.8

All figures and tables used are taken from the Commercial Accommodation Monitor (C.A.M) C.A.M gathers data from accommodation providers with an annual turnover of \$30 000+ on a monthly basis. C.A.M is administered by Statistics New Zealand on behalf of the Ministry of Tourism – www.tourismresearch.govt.nz

Appendix 2

Stakeholders summary

Question 1: What is your opinion on the current economy of Canterbury?

- Considering the current state of the world economy, Canterbury economy is still fairly buoyant.
- Farming is still a strong sector
- People still have money although spending seems to be slower.
- While recession is talked about, at the moment it's all hearsay. Advice given in some articles in the media is to carry on as usual. But there is a lack of consumer confidence which is media drive. Interest rates are the best they've ever been.
- Tourism is still performing well.
- Currently economy is mainly based on primary industries and marine tourism – there is a vulnerability especially in the current climate. Current economy is not strong. Not getting an impression that there is much money out there.
- Expectation that there will be a loss of unskilled workers, especially in the cities. Employers are cutting back on jobs for school leavers owners

Question 2: What are the strengths of the Canterbury region?

- Rural population is fairly stable – farms still productive. Still strength in agriculture and primary base & viticulture. Canterbury recognises the importance of the rural sector.
- Tourism
- Christchurch International airport & ports
- Canterbury is a self-reliant region.
- Canterbury culture – level of trust. Good relationships – easier to make changes
- Another strength is the coastline & physical & ecological features – easily accessible. Physical landforms contribute towards tourism as driving force.
- Christchurch as largest city – it is an established economic centre – right in the middle of the region. Established markets

Question 3: What are the weaknesses in the Canterbury region?

- Lack of major/international companies - these seem to be concentrated in Auckland. The region lacks the resources to attract and retain these industries
- Districts within the region seem disjointed.
- Lack of cooperation and collaboration between businesses and industries
- Lower population than other regions
- In the centre of things for South Island but still quite a distance from other major centres – costs involved in reaching other markets such as Auckland & Wellington
- Businesses are struggling with cash flow. There is still money in the economy but things are slowing down. Discretionary spending will change

Question 4: What is your vision for Canterbury over the next decade?

- Canterbury should become the gateway to NZ in terms of tourism
- Canterbury should be the food-bowl of the South Island and this should be recognised and supported by government.
- Need to focus on urban development strategy.
- Overseas migrants are adding value to the region
- Canterbury should be promoted as New Zealand's best kept secret
- Economy should continue to diversify so more robust in times of hardship
- Better & more careful long term planning
- Transport – light rail system to get people in and out of the city rather than the current scenario with 100s of people driving from e.g Waimakariri

Question 5: What are the main factors which would facilitate this vision?

- All of Canterbury should get involved in Green Globe or something similar.
- Central government should recognise Canterbury more than it does at the moment (especially in relation to tourism).
- Councils should be looking forward to enable growth and development. Councils should be leading the way.
- Current economic climate does create opportunities for people that work together.
- Atmosphere of determination in Canterbury fuelled by the growth which has occurred so far
- More partnerships – greater sharing of info and resources.
- There are lots of ways of changing things but people have to understand fully the reasoning behind any changes. Have to “sell” concepts/initiatives properly to people to get buy in. Have to give people the opportunity to have input.

Question 6: What do you think are the most important constraints or problems that might prevent this vision from being achieved?

- Funding
- Districts within the region should cooperate more
- Being bullied by Christchurch city or ECAN – they don’t recognise that small districts achieve things that they can’t.
- Negativity
- Lack of confidence
- Should focus on development – not just about competition.
- Tourism – should be more about partnerships rather than just operating in isolation. More regional cooperation.
- Tourism – should be about creating journeys not just visits.
- General reluctance to change – perhaps due to lack of understanding. Public consultation and involvement is very important
- Should be aware of the limits on our resources and how we can best protect them

Question 7: What do you think could be done to address these constraints and problems?

- Funding from central government should be increased.
- Water issues must be addressed
- Christchurch city needs to be more internationalised – bigger businesses should be encouraged to the city and to the region
- Region should recognise outlying districts as the gateways to the region and value their importance
- Ensuring supply and flow of good information
- Business success and success of councils in particular projects should be marketed
- Public agencies/bodies need to come to the fore and facilitate and lead initiatives – councils, government departments etc
- Success should be celebrated & championed to inspire and encourage other business owners
- Sometimes people feel overwhelmed by thinking in a global sense – about the economy and also the environment. Thinking local should be encouraged.

Question 8: What other factors would help the development of Canterbury as a whole?

- Funding.
- For communities to grow, need a focus or project to help them bind and build. Encourages growth and development
- Infrastructure – Councils are often on the back foot in terms of infrastructure for development.
- District leaders – more important now than ever
- Development should be stimulated
- Sustainable use of resources should always be a key factor.

- Ngai Tahu is a good example of commercial success based on common community/cultural values – there are real strengths to this type of approach
- Stop putting up barriers to development e.g. RMA – too extreme, it is a real barrier
- Less bureaucracy & compliance requirements.

Question 9: Are there any new and emerging markets for existing products and services?

- For tourism – China & India also domestic market
- Horticulture & agriculture – get creative, look at niches
- Marine farming industry – huge opportunity not just to harvest the sea but to farm it.
- Strong interest in environmental tourism based businesses. How can the need to protect the environment balance with the growing demand from commercial enterprises?
- Always scope for tourism to develop new markets. Niche markets and niche products

Question 10: Are there any new and developing sectors which could be identified and contribute to Canterbury economy?

- Back country tourism.
- Small towns around the region should smarten themselves up as they are all part of the tourism circuit
- Viticulture – but future of this is now in question
- Really need to take a closer look at farming & its niches
- Should also look at changes in production. For example, if NZ climate really is going to get warmer, should be planning for that now. There could be some real opportunities. Could become the suppliers of what is needed in the next 10 years not just next year.
- Money shouldn't be pulled back from recyclables – could easily be an industry in its own right.

Question 11: What potential opportunities do you see possible for Canterbury over the next decade?

- Christchurch should become the hub for the South Island but there is a need to look outwards and to include all other districts in the region.
- Recycling – should be done in NZ – could become a whole industry. NZ should take responsibility for this – stop sending all recyclables overseas.
- Opportunities generally to base businesses around conservation, natural environment
- Emphasis must be placed on partnerships – commerce and public agencies should work together to result in economic benefits.
- Must deliver on community needs along with economic and environmental needs
- Aquaculture – should export and use the resources on our doorstep
- Tourism – need to focus on the niches

Business owners summary

Question 2: What are the main factors that have aided the achievements in the development of your company to date?

- The visitor experience itself. High quality of the experience
- Having good contacts within the industry before setting up the business
- Huge amount of cooperative expertise being reinvested in the business.
- Business has a monthly mystery shop and performance is continually being monitored
- Continually trying to improve and stay ahead
- Ability to match customer expectations with what can be delivered
- Kaikoura's location – rich resources in terms of tourism
- Marketing – especially word-of-mouth
- Management is crucial. It is the key to success
- Producing value added products
- Niche markets
- Staff – major component

Question 3: What factors or issues have hindered or slowed the development of your business?

- Being in the shadow of iconic experiences.
- Lack of capital
- Increased operating costs
- Competition within retail sector
- Cash flow/ lack of money. Can only progress as finances allow
- Business zoning can be a problem
- Generally speaking, marketing activities for the destination have not been aggressive enough. The District's profile could and should be much stronger.
- Council has moved to take a much more supportive and proactive role with regard to tourism which is a real positive
- Until recently, it was a lack of experienced staff but currently no real problems with staffing
- RMA/compliance & regulatory obligations
- Exchange rates
- Availability of staff

Question 4: What is your sector / industry future growth potential and what factors could influence this?

- Growth potential is huge.
- Can diversify the core product – opportunities are endless e.g. franchising/licensing
- With regard to the export market, there is huge potential for the industry - as long as the product is of a high quality and sustainable practices are understood and actually carried out.
- Capital costs are a big factor.
- Growth of business is very much dependant on visitor numbers to New Zealand so obviously a huge range of external factors including global economic conditions, air capacity into the country and so on
- But competition between products and between destinations and regions within New Zealand is increasing. So must continue to focus on marketing and to strengthen the District & the region's profile.
- With regard to domestic tourism, more events are required to stimulate interest
- Cash flow is a real worry
- Location of town is a positive
- Factors – main one is economic stability – this would enable the company to focus more on capital and equipment needed for development
- Overall, longer term forecast is good. Tourism will bounce back
- Growth potential for NZ agriculture is huge – there is potential to double what is currently produced
- Exchange rate

- Transfer of technology
- Marketing – NZ agriculture needs to much better marketed internationally

Question 5: How is your business performing compared to similar business in your sector?

- Have an excellent reputation within the industry.
- Better than most at the moment due to many years of experience in the industry.
- This year performing on a par with last year if not slightly better
- Business is performing fairly well. Well-established business which attracts enough work without having to advertise.
- Being a smaller sized business has enabled them to adapt more readily to serving special customers/niche markets

Question 6: What is the vision for your business over the next three to five years (include any new products or services)?

- At the moment, business is being reviewed.
- Important to keep ahead of the competition
- Still want to grow – slowly and steadily as that's easiest to manage
- Keep consolidating – driving more profit
- Refining product
- Commitment to environmental initiatives
- Stability – not too much planned expansion
- Overall, outlook is positive

Question 7: What factors are necessary in reaching this vision?

- A major factor would be fewer regulations
- Less costs. Costs are already so high, if any additional costs arise, there is no money to cover them.
- Stability in fuel costs is a major factor
- Cash & retail growth
- Increase in number of visitors and resident population is required to increase turnover
- Careful management
- Ongoing investment & ongoing refinement of business processes
- Staff training and development
- Increasing productivity and efficiency
- Financial stability
- Will concentrate on small key markets, try to service these markets better
- Cash flow and cash reserves
- Improvement in market conditions – once current global economic crisis is over, outlook is good.

Question 8: What do you think are the most important constraints or problems that might prevent this vision from being achieved?

- External factors. Global economy & general economic uncertainty. All this affects individual business operation e.g. have to look carefully at marketing activity and really weigh up best options
- Complacency throughout the whole tourism industry
- Oversupply within tourism
- Fuel costs
- Paperwork
- A decline in visitor numbers and/or residents
- Continued increase in costs
- Financial constraints
- Finding the right staff – skilled & unskilled. Retention is a problem as well as quality. Also staff related issues e.g. accommodation.

- Seasonality – links in with staffing retention – there is a temporary feel about seasonal positions
- General economic conditions
- Businesses in general are wary at the moment of investing in research and development but this is required and should be encouraged
- R.M.A – is the major factor. The Act itself is a good one but major issues with interpretation. So much red tape – very time consuming and results in delays
- Lack of capital

Question 9: What do you think could be done to address these constraints and problems?

- Bureaucracy involved needs to be reviewed. Review process should involve businesses.
- For an employer, tax relief would help. Tax relief to employ additional staff
- Visitor volume – especially a greater spread throughout the year
- Year round land based product would be such a bonus for Kaikoura
- Winter events – focusing on the domestic market
- Training, inhouse training
- Plans should be developed to deal with accommodation shortages & affordability
- Quality staff – accessing them, accommodating them and training them.
- R.M.A – lots of ways the interpretation of this could be improved.

Question 10: What other factors would help your business as a whole?

- Would be really helpful if more local tourism/hospitality businesses were interested in job sharing opportunities especially over the winter and especially for the smaller businesses
- More quality market research
- Many of the processes and costs involved could be reduced/streamlined
- Continued personal development and staff development
- Compliance costs
- Isolation as a District can have an impact on costs e.g. having to send staff away for training
- In general business community does not have a strong relationship with Council and this needs to be addressed
- Lower business costs
- Tax & ACC are very high – turnover barely keeps up with them
- Capital input for plant/machinery – this would drive development
- Attitude of staff & sense of responsibility – difficult to develop/influence
- R.M.A
- Communications i.e. access to broadband - not all rural properties in NZ do and this is very important

Question 11: What is the single most important factor/issue which would make a difference to your growth (or the sector's growth)?

- Industry needs to pull together – need to understand mutual benefits of working more closely
- Need to attract more businesses (in all sectors) to the district
- Fuel costs
- Customer numbers – more residents and more visitors will enable business to grow.
- Council should provide land for light industry with services available
- Economic stability
- Capital investment
- More funding to market New Zealand from central government. More visitors means more income which enables more development
- Confidence – businesses need to be guided and supported. This will give business owners confidence to move forward

Question 12: Are there any new and emerging markets for existing products and services?

- Kaikoura's Green Globe status & environmental initiatives should be pushed much more
- Product development. Investigate niches.
- There is good growth in this sector so the future is very positive
- Currently trying to understand the emerging markets to see where and how product can fit.
- Also considerable potential for the cruise ship market both within the District and the region
- There is a need for new industry, manufacturing
- Keen to focus on emerging tourism but also to maintain market share in current main markets

Question 13: What potential opportunities do you see possible for your district or Canterbury over the next decade?

- In relation to the District, costs, especially freight, are huge – this needs to be addressed
- Kaikoura still important in terms of service industries – scope for development here.
- There is still scope for tourism to develop further in the District.
- Rugby World Cup will be huge for NZ and could be huge for Canterbury. Really important for the region to be fully prepared for this event
- Also huge potential within the District to develop major sporting events – multisport/mountain biking/adventure racing
- In terms of fishing, very important to ensure sustainability of industry
- Within fishing industry, should research possibilities of fish farming on a major commercial scale – huge scope in this area
- Strengthening the brand/profile of the destination. Kaikoura should be seen as a destination in its own right.
- Strengthening the region as a destination. Canterbury should be seen as the gateway to the South Island. Regional tourism organisation can improve on what is delivered. Capitalising on Christchurch airport – maximizing benefits to be gained from this
- Future for the district is very positive.
- Tourism brings in visitors but not residents and increase in population is required
- Seasonality of tourism results in instability with employment.
- Light industry would result in year round employment but due to location, costs involved in such development are very high. Any new industry would have to be small and cater to niche markets
- Existing business could perhaps expand into niche products
- Council should be more supportive and proactive in the area of development – need to look more broadly
- For the District – great opportunities to build on tourism base and create new products to attract new markets
- For Canterbury – huge potential to utilise water better

Appendix 3

Amended budget

Budget 2009/2010	\$	Notes
Personnel & personnel related	56 100	
Overhead charges	6 400	
Christchurch & Canterbury Tourism	5 000	
Green Globe	3 500	
Christchurch i-SITE display	1 500	
Visitor guide	6 000	Reduced by \$3000
Events funding	15 000	
General expenses	3 000	Reduced by \$2000
Contingency	3 000	Reduced by \$2000
TRENZ	9 000	TRENZ announcement in August
Marketing activities (including any joint venture projects)	10 000	Reduced by \$15 000
Cruise New Zealand membership	2 000	
Image library	7 500	
Visitor research	1 000	
Trade projects	5 000	Reduced by \$5 000
Air New Zealand inflight	5 500	
Total	139 500	